

Annotation (Abstract)

Bachelor thesis “Media image of Alexander Dubček from the beginning of August 1968 until the end of May 1969 in Rudé právo, Pochodeň, Lidová demokracie” characterized the period and most important events from 1968 with a concentration on Alexander Dubček and events around him. Alexandr Dubček, the main character of Prague Spring, tried to reform and changed the Communism. This process is often called “the Socialism with a human face”. Dubček’s policy was responsible for events of 21st August in 1968. The most of native Communist party were afraid of losing their posts and started to agree with Soviet plans. Dubček, the most powerful man in the state, had to leave his post on 17th April, 1969 because of pressure from Moscow and conservative political representatives. The first part of this work is concentrated on the main historical events of this period and Dubček’s official biography. In the second part I am going to describe Dubček’s media image at the beginning of August 1968 to the end of May 1969 in the historical newspapers Rudé právo, Pochodeň and Lidová demokracie. The aim of this work is to concentrate on the specific period and specific person in the historical newspapers and to describe a media image of Dubček in the individual historical newspapers from the individual articles. Because of Alexander Dubček’s importance in the Czechoslovak history, I am going to write the work gathering historical and political facts about the period and the media image of this important politician.